



...Making Life Better

HEALTHY HABITS. HEALTHY FAMILIES.

— MICHIGAN WIC —

FOOD GUIDE



EFFECTIVE OCTOBER 15, 2013

Fresh Fruits & Vegetables

✳ Choose lower priced foods

Organic is allowed

- Your WIC Shopping List shows your cash value benefit (\$\$\$)
- You can pay for fruits and vegetables that cost more than your benefit

ALLOWED

- Any variety fresh fruit or vegetable without added sweetener or fat
- May be whole, cut, bagged or packaged
- Sweet potatoes and yams

✳ NOT ALLOWED

- White potatoes, any variety like red skin, russet, Yukon Gold
- Fruit or vegetable party trays with dip, dressing or other added food items
- Fruit and nut mixtures
- Fruit baskets
- Fruits or vegetables from salad bars
- Herbs, spices, edible blossoms or flowers (broccoli, cauliflower, artichoke are allowed)
- Ornamental or decorative fruits or vegetables such as chili peppers or garlic on a string, gourds or painted pumpkins
- Salad kits with dressing or other added food items



Health Bite!

How can I help my child eat more fruits and vegetables?

- **Share the adventure.** Try new fruits and vegetables. Shop together and let your child choose.
- **Fix them together.** Teach your child to tear lettuce or add vegetable toppings to pizza.
- **Eat together.** Let your child see you enjoying fruits and vegetables at meals and snacks.
- **Take it with you.** Show your child how whole fruit is a great snack to eat at the park or in the shopping mall. Put apples, oranges, or bananas in your bag for quick snacks.

Whole Grains

1 lb Whole Grain = 1 Whole Grain Choice

If your Shopping List shows:

1 LB WHOLE GRAINS

you can buy ONE of the following...

- 1 loaf bread or 1 package buns
- 1 package tortillas
- 1 container oatmeal
- 14-16 oz bag/box brown rice

If your Shopping List shows:

2 LB WHOLE GRAINS

you can buy...

- Any TWO from the list to the left **OR**
- 28-32 oz bag/box brown rice
(28-32 oz bag/box brown rice = 2 Whole Grain Choices)

Tortillas

✳ Choose lower priced foods

No organic allowed

1 lb package = 16 oz

➤ These brands and types ONLY



Chi Chi's
Whole Wheat
Fajita Style
8 count



Don Marcos
White Corn
18 count



Don Pancho
White Corn
10 count



Don Pancho
White Corn
18 count



Hacienda
Whole Wheat Flour
12 count



Hacienda
Corn Maiz
18 count



Kroger
Wheat
10 count



La Burrita
Corn
12 count



Meijer
Fajita Style
Whole Wheat
8 count



Meijer
Soft Taco Size
White Corn
18 count



Mission
Yellow Corn
Extra Thin
24 count



Mission
Whole Wheat
10 count



Ortega
Whole Wheat
10 count



Brown Rice

✳ Choose lower priced foods

No organic allowed

1 lb = 16 oz

- 14-16 oz bag/box
- 28-32 oz bag/box



ALLOWED

- Plain, dry brown rice without added herbs, seasonings or beans
- Regular, instant and boil-in-bag type
- Any brand

✳ NOT ALLOWED

- White rice, frozen brown rice
- Flavored rice, wild rice, rice mixes
- Bulk, tubs, microwavable pouches
- Specialty brands, like Lundberg

Oatmeal

✳ Choose lower priced foods

No organic allowed

➤ 16 oz container



Malt-O-Meal
Mom's Best Naturals
Quick Oats



Malt-O-Meal
Mom's Best Naturals
Old Fashioned Oats



Kroger
Old Fashioned Oats

You may buy this as a whole grain choice **NOT** as a cereal.

Breads

✳ Choose lower priced foods

No organic allowed

1 lb loaf = 16 oz

➤ These brands and types ONLY



Aunt Millie's
Healthy Goodness
Whole Grain White



Aunt Millie's
Swirl Whole Grain
Cranberry-Apple



Aunt Millie's
Swirl Whole Grain
Raisin with
Cinnamon



Aunt Millie's
Swirl Whole Grain
Cinnamon, No
Raisins



Aunt Millie's
Healthy Goodness
100% Whole Wheat



Bimbo
100% Whole Wheat



Bunny
100% Whole Wheat



Family Choice
100% Whole Wheat



Healthy Life
100% Whole Wheat
Whole Grain



**Hearth Oven
Bakers**
100% Whole Wheat



Kroger
100% Whole Wheat



Meijer
Whole Grain White



Meijer
100% Whole Wheat



Nickles
Country Style
100% Whole Wheat



Our Family
100% Whole Wheat



Pepperidge Farm
Jewish Rye
Whole Grain Rye
Seeded



Pepperidge Farm
Light Style Soft
Wheat



Pepperidge Farm
Stone Ground
100% Whole Wheat



Pepperidge Farm
Swirled 100% Whole
Wheat
Cinnamon with
Raisins



Pepperidge Farm
Very Thin Sliced
Soft 100% Whole
Wheat



**Roman Meal
Sungrain**
100% Whole Wheat



Sara Lee
Classic
100% Whole Wheat



Shurfresh
100% Whole Wheat



Soft and Good
100% Whole Wheat



Spartan
100% Whole Wheat



Spartan
Whole Grain White



Stems Kosher
100% Whole Wheat



Sunbeam
100% Whole Wheat



Village Hearth
100% Whole Wheat

Buns

✳ Choose lower priced foods

No organic allowed



Hearth Oven Bakers
100% Whole Wheat
Hamburger Buns



Hearth Oven Bakers
100% Whole Wheat
Hot Dog Buns

Cold Cereals

✳ Choose lower priced foods

No organic allowed

All WIC cereals provide a good source of iron

-  Cereals with this symbol provide 100% Daily Value folic acid
-  Cereals with this symbol are made with whole grains and are a good source of fiber
-  Cereals with this symbol are gluten free

➤ These brands and flavors ONLY

16 oz Package or larger



Cheerios
Plain



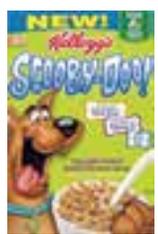
Cheerios
Multi Grain



Dora the Explorer



Kix
Plain



Scooby-Doo!



Mini-Wheats
Unfrosted



Mini-Wheats
Frosted



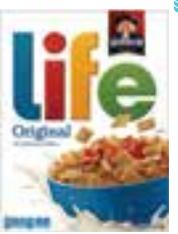
Mini-Wheats
Frosted Big Bite



Corn Flakes
Plain



Special K
Original



Life
Original



Bran Flakes



Honey Bunches of Oats
Honey Roasted



Honey Bunches of Oats
Vanilla Bunches



Honey Bunches of Oats
Cinnamon Bunches



Honey Bunches of Oats
Almonds



Honey Bunches of Oats
Fruit Blends
Banana Blueberry



Honey Bunches of Oats
Fruit Blends
Peach Raspberry



Honey Bunches of Oats
Tropical Blends
Mango Coconut



Crispy Rice



Mini Spooners
Strawberry
Cream



Mini Spooners
Frosted



Mini Spooners
Blueberry



Oat Blenders
Honey



Oat Blenders
Honey & Almond

Ways to buy up to 36 oz of hot and cold cereals

You may combine cereals up to a total of 36 ounces per month.



Cold Cereals Cont.

* Choose lower priced foods

No organic allowed

12 oz Package or larger



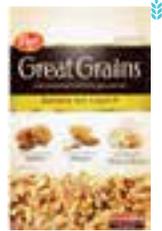
Chex
Rice



Chex
Wheat



Chex
Corn



Great Grains
Banana Nut Crunch



Oatmeal Squares
Honey Nut



Oatmeal Squares
Cinnamon



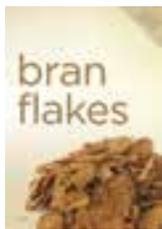
Oatmeal Squares
Brown Sugar



Oatmeal Squares
Golden Maple

Store Brands:

- Centrella
- Essential Everyday
- Great Value
- Kroger
- Meijer
- Spartan
- Our Family
- Hy-Top
- IGA
- Kiggins
- Parade
- Nature's Crunch



Bran Flakes



Corn Flakes



Frosted Shredded
Wheat



Crispy Rice



Toasted Oats



Corn Squares,
Biscuits, Bitz
(like Corn Chex)

All WIC cereals provide a good source of iron

- 👤 Cereals with this symbol provide 100% Daily Value folic acid
- 🌿 Cereals with this symbol are made with whole grains and are a good source of fiber
- 🚫 Cereals with this symbol are gluten free

Hot Cereals

* Choose lower priced foods

No organic allowed

> These brands and flavors ONLY

11 oz Package or larger



Cream of Wheat
Original Flavor:
14 oz or 28 oz,

- 🌿 Whole Grain: 18 oz,
- 🌿 Instant Individual Packets: Regular or Healthy Grain 12 oz



Cream of Rice
Original



Malt-O-Meal
Original &
Chocolate Flavor



Quaker Instant
Grits
Original & Butter
Flavor Individual
Packets **ONLY**



Quaker Instant
Oatmeal
Regular Flavor
Individual Packets
ONLY



COCO Wheats



Better Oats Oat
Revolution
Instant Classic



Maypo
Instant Oatmeal
ONLY



Store Brand
Instant Oatmeal
Regular Flavor
Individual Packets
ONLY:

America's Choice,
Great Value, IGA,
Essential Everyday,
Kroger, Meijer, Our
Family, Parade,
Roundy's, Spartan

Health Bite!

Breakfast starts the day!

Eating breakfast gives your child energy to learn. If they don't eat, they get hungry and it is hard for them to think or listen.

Let them help you plan breakfast and set the table!

Breastfeeding

Babies are Born to Breastfeed

Your breast milk is all your baby needs!

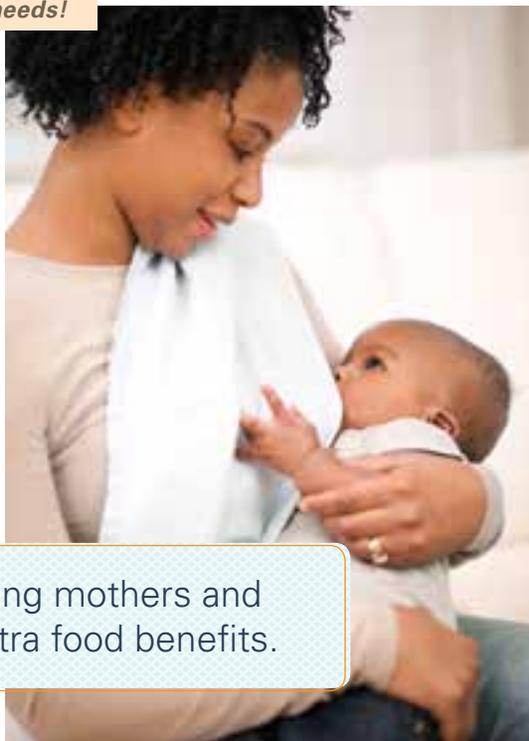
Did you know?

Babies have tiny tummies!

Moms make just the right amount of milk for their new baby.

Breastfeeding is convenient!

Always ready, no bottles or mixing required.



Exclusively breastfeeding mothers and their babies receive extra food benefits.

What WIC Clients Say About Breastfeeding...

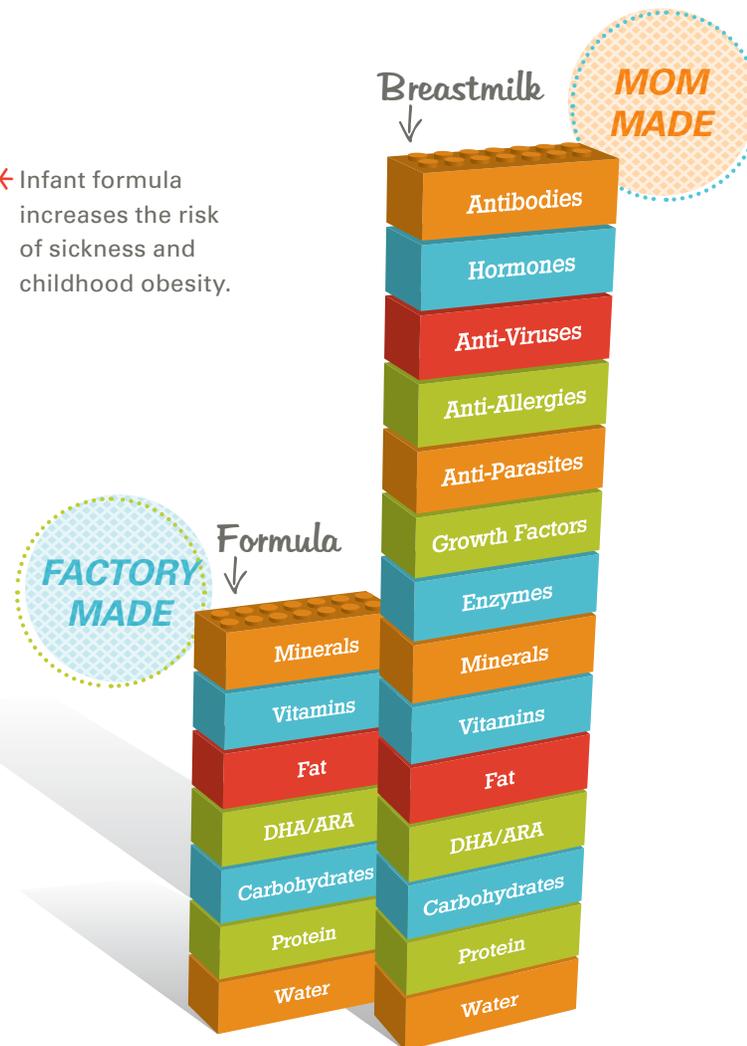
“It was a way to be closer to my daughter when I went back to work.”

“I love the support the peer counselor gave me.”

“My last baby was premature and the doctors strongly recommended breastfeeding to get him off to a good start.”

Breastmilk has all the good things baby needs

* Infant formula increases the risk of sickness and childhood obesity.



Michigan WIC has Breastfeeding Specialists and Peer Counselors to provide breastfeeding support at no cost. WIC can help with any of your questions or concerns.

Beans, Lentils & Peas

✳ Choose lower priced foods

No organic allowed

ALLOWED DRY

- 16 oz (1 lb) package
- Any type



✳ NOT ALLOWED DRY

- Barzi beans
- Dry beans with seasoning packets

ALLOWED CANNED

- 15-16 oz can
- Any type
- Brands – Bush's, Centrella, Essential Everyday, Goya, Great Value, Halstead Acres, IGA, Joan of Arc, Kroger, La Preferida, Meijer, Our Family, Progresso, Shurfine, Spartan, ValuTime, Wylwood
- Low sodium of any allowed brand



✳ NOT ALLOWED CANNED

- Beans with added fat, oil, or meat
- Baked beans
- Pork and beans
- Chili beans
- Refried beans
- Green beans
- Snap beans
- Wax beans
- Yellow beans
- Green peas
- Sweet peas

Peanut Butter

✳ Choose lower priced foods

No organic allowed

ALLOWED

- 16-18 oz jar
- Store brand **ONLY**
- Smooth, creamy, crunchy, extra crunchy



✳ NOT ALLOWED

- Specialty Brands, like Arrow Head Mills, Fifty50
- Peanut butter mixed with jelly, marshmallow, honey, other flavorings
- Reduced fat peanut butter
- Peanut spread
- Peanut butter with DHA or Omega 3

Bean & Peanut Butter Choices:

If your Shopping List shows:

1 JAR 16-18OZPNUTBTR, LB DRY, 15-16OZCN BEAN

you can buy...



OR



OR



16 oz package dry beans, lentils, peas

16-18 oz jar peanut butter

4 cans 15-16 oz beans or peas



Canned Fish

✳ Choose lower priced foods

No organic allowed

Only for breastfeeding women whose infants are **NOT** receiving formula from WIC.



Any Brand
Chunk light tuna
in water or oil
5 oz can



Bumble Bee
Pink Salmon
5 oz can



Chicken of the Sea
Pink Salmon
5 oz can

✳ NOT ALLOWED

- Albacore tuna
- Low sodium tuna or salmon
- Foil packages or pouches
- Lunch packs, lunch kits
- Chunk white tuna
- Tuna with seasoning
- Prime or smoked salmon fillets

Health Bite!

Teach your kids about healthy foods.

Tell them how foods help them grow and make them strong.

- Grains give them energy to grow and learn.
- Whole grains have fiber to keep them healthy inside.
- Vegetables and fruits help them fight sickness and stay fit.
- Milk makes their bones and teeth strong.
- Meats and beans give them healthy blood and strong muscles.

Best of all, show them by eating these foods yourself!

Milk

✳ Choose lower priced foods

ALLOWED

- Fat free milk (skim)
- Low fat milk (1/2%, 1%)
- Reduced fat milk (2%)
- Buttermilk

ALLOWED only if on your

WIC shopping list:

- Whole milk
- Powdered milk (nonfat dry) 25.6 oz, 32 oz, 64 oz
- Evaporated milk (skim, 2%, whole)
- Lactose free milk (skim, 1/2%, 1%, 2%, whole)

No organic allowed

✳ NOT ALLOWED

- Chocolate or flavored milk
- Evaporated filled
- Nut or grain milk (like almond or rice)
- Guernsey
- Value added (Kid's Milk, Fit Milk, Over the Moon)
- Vitamite
- Glass bottles
- Unhomogenized



1 quart = 32 oz 2 quarts = half gallon 3 quarts = 96 ounces 4 quarts = 1 gallon

Soy Beverage

✳ Choose lower priced foods

ALLOWED only if on your WIC shopping list:

- 32 oz or 64 oz container
- These brands and flavors **ONLY**

Organic is allowed



WestSoy
Organic Plus Plain
32 & 64 oz
(shelf stable)



WestSoy
Organic Plus Vanilla
32 & 64 oz
(shelf stable)



8th Continent
Original
32 & 64 oz
(refrigerated)



8th Continent
Vanilla
32 & 64 oz
(refrigerated)



Silk
Original
32 & 64 oz
(refrigerated)



Pacific
Natural Foods
Ultra Soy Original
32 oz (shelf stable)



Pacific
Natural Foods
Ultra Soy Vanilla
32 oz (shelf stable)

Cheese

✳ Choose lower priced foods

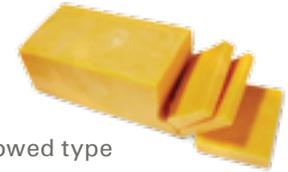
No organic allowed

➤ See your WIC Shopping List for allowed maximum cheese price

➤ 16 oz **ONLY**

➤ U.S. made prepackaged cheese

➤ Low sodium and low fat cheese of any allowed type



ALLOWED

- Cheddar
- Colby
- Mozzarella
- Colby Jack (Cojack)
- Monterey Jack
- Muenster
- Swiss

Without individual wrapping:

- American
- String

✳ NOT ALLOWED

- Imported cheese
- Sliced cheese, except American
- Individually wrapped cheese slices, sticks or strings
- Cheese foods, products, whips, spreads, Velveeta
- Shredded, grated, cubed, crumbles, shapes, curds
- Smoked cheese or raw milk cheese
- Variety wheels or variety packs
- Cracker Backers or Stackers
- Cheese with pimento, peppers, seeds, meat, etc.
- Soy, farmer or goat cheese

Health Bite!

Did you know? Milk like skim, 1/2%, 1% or 2% has the same amount of Vitamin D as whole milk!

Eggs

✳ Choose lower priced foods

No organic allowed

1 dozen



ALLOWED

- Grade A or AA
- Medium or large
- White **ONLY**

✳ NOT ALLOWED

- Extra large or jumbo
- Free range, cage free, low cholesterol, Omega 3, pasteurized
- Eggland's Best, Gold Circle Farms, Good News Eggs

Juices for Children

✳ Choose lower priced foods

No organic allowed

64 oz PLASTIC

100% Juice & 120% Vitamin C

➤ Added calcium allowed



Store Brand Juice
Any store brand fruit or vegetable juice



Campbell's Tomato Juice
Regular, Low Sodium, Healthy Request



Everfresh
Apple, Kiwi Strawberry, Orange



Indian Summer
Apple Juice only



Juicy Juice
Any flavor



Old Orchard
Any flavor



Welch's Grape Juice
Grape, White Grape, Red Grape ONLY (added calcium is **NOT ALLOWED** for Welch's)

Tips for choosing a WIC juice

Is it one of the fruit or vegetable juices listed on these pages?

Is it a **48 or 64 oz** container, or an **11.5 to 12 oz** concentrate?

Is it **100%** juice?

Does it have at least **120%** Vitamin C?

Nutrition Facts	
Contains 100% Juice	
Serving Size 8 fl oz (240ml)	
Servings Per Container 3	
Amount Per Serving	
Calories 120	Fat Cal. 0
% Daily Value *	
Total Fat 0g	0%
Cholesterol 0g	0%
Sodium 25mg	1%
Potassium 280mg	8%
Total Carb 25g	10%
Sugars 27g	
Protein 0	0%
Vitamin A	0%
Vitamin C	120%
Calcium	0%
Iron	2%

This **100%** juice example has **120%** Vitamin C, so this item is allowed.

Juices for Women

✳ Choose lower priced foods

No organic allowed

48 oz PLASTIC

100% Juice & 120% Vitamin C

➤ Added calcium allowed



Juicy Juice
Any flavor

Health Bite!

Why fruit juice?

Juice is one way to add some of the vitamins and energy you and your children need throughout the day.

Limit your child's intake of juice so he eats well and grow well!

Juice Concentrates for Women

✳ Choose lower priced foods

No organic allowed

100% Juice & 120% Vitamin C

➤ Added calcium allowed

Frozen - 11.5 oz and 12 oz



Orange Juice
Any brand



Grapefruit Juice
Any brand or variety



Dole
Any flavor



Old Orchard
Any flavor with green peel strip



Welch's
Any flavor with yellow peel strip

Non-Frozen - 11.5 oz



Welch's
Any flavor with yellow band



WIC Shopping Tips

- › Take your MI-WIC Shopping List with you, or print a balance inquiry at the store.
- › Make sure the foods you buy with your WIC Bridge Card are WIC authorized.
- › For easier checkout, group your WIC foods together.
- › Choosing lower priced foods helps reduce costs and serve more WIC clients.
- › Manufacturers' and cents-off coupons may be used with your WIC Bridge Card.
- › Store promotions may be used with your WIC Bridge Card.
- › Make sure the foods you buy match your shopping list!

If Your Shopping List Shows:	BUY	DON'T BUY
1 GAL SKIM, ½%, 1% or 2% MILK	1 gallon of skim, ½%, 1% or 2% milk	1 gallon of <i>whole</i> milk
1 HGL SKIM, ½%, 1%, 2%, OR BUTTERMILK	½ gallon skim, ½%, 1%, 2% milk or buttermilk	½ gallon of <i>whole</i> milk
1 GAL WHOLE MILK	1 gallon of whole milk	1 gallon of <i>skim</i> , ½%, 1% or 2% milk

About your MI WIC Bridge Card

- › See your Michigan WIC Cardholder Training Brochure for important information.
- › For problems, questions, or balance inquiries, call **1-888-678-8914** or visit www.ebt.acs-inc.com.
- › WIC foods cannot be purchased before the Starting Date or after midnight Eastern Standard Time on the Expiration Date of your WIC benefit period.

WIC Fraud or Abuse Line

WIC FRAUD IS A VERY SERIOUS MATTER

Fraud in the WIC Program takes away food and services from all WIC clients. Buying or selling a WIC EBT card or benefits is against the law. You may be prosecuted for buying or selling, or attempting to buy or sell either a WIC EBT card or food benefits.

Help put a stop to WIC fraud. Please report any WIC client or grocer whom you suspect of buying or selling WIC EBT cards or benefits, or any suspicious activity involving the WIC Program.

Call the WIC Fraud or Abuse line at
1-800-CALL-WIC (1-800-225-5942)



Do your nutrition education online!



How to get started:

1. Go to wichealth.org
2. Create an account and set up your profile
3. Choose a lesson from one of the 5 categories
4. Complete the lesson
5. Fill out the survey

**Over 20 lessons available in English and Spanish!*

Do it at any time, and anywhere you have internet access

Examples of lessons available:

- Eat Well – Spend Less!
- Preparing for a Healthy Pregnancy
- Starting Your Infant on Solid Foods
- Make Meals & Snacks Simple
- Secrets For Feeding Picky Eaters

Use a computer or your smart phone!



This counts as your nutrition education!

wichealth problems?

Try clicking the blue “Help” tab on the top left of any page to submit a message. All questions are answered within 24 hours.

What WIC Clients are Saying...

“Awesome website!! Lots of great information and very easy to follow!”

“I can learn at my own pace, in the comfort of my own home.”

“I like that I get to choose the topic, and that I can do it anytime day or night.”



...Making Life Better

HEALTHY HABITS. HEALTHY FAMILIES.

*Michigan Department
of Community Health*



Rick Snyder, Governor
James K. Haveman, Director

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